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## ABSTRACT OF THE DISCLOSURE

An image pickup unit for changing an orientation of an image pickup field by constructing a common portion as a The image pickup unit preferably has an image pickup medium, an optical system through which an image of an object is formed, a reflecting member which is disposed at the position nearer the side of the object than that of the optical system, a reflecting member driver for driving the reflecting member, an interface for enabling communication with an apparatus main body which (i) has therein the image pickup unit and (ii) generates a signal to control an operation of the image pickup unit, and a microcomputer which (i) transmits information on the side of the image pickup unit to the apparatus main body and (ii) controls the reflecting member driver on the basis of the signal received from the apparatus main body. Preferably, the reflecting member driver drives the reflecting member, thereby changing the orientation of the image pickup field of the image pickup medium.